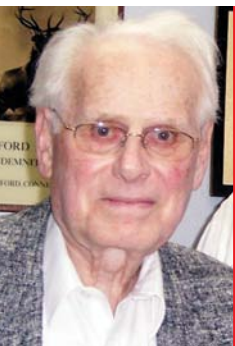




Milestones

Sorry to learn of the passing of 40 year career insurance professional **Martin**



Martin Greenfield

Greenfield, founder of the NGL Agency and a great friend to this publication. It was he who, in the 50's, before it was "done" took a classified PO Box ad and used his own name and address in the ad where others used anonymous PO boxes to shield their identities from job seekers, carriers, and competition. Mr. Greenfield was 86 years old. A proud WWII veteran who returned to America to go to work for the Treasury Department in Watertown, N.Y., he later returned to N.Y. where he met and married his wife Lorraine. In 1952 they moved to Rockville Centre Long Island and his first child Jeffrey was born. (Jeff is well known as a past president of PIANY and CIBGNY) followed by a daughter, Jane and later four grandchildren. Martin entered the insurance business late in life after a successful career in accounting and real estate when he purchased his first insurance agency in 1966, the Elias H. Ebin Insurance Agency located at 215 E. 149th St in the Bronx, the business hub of the Bronx in that day. Subsequently, he made 14 successful acquisitions big and small and was quick to tell me and Manny Levy that his classifieds in our pages alerted people to contact him. He told us that he always enjoyed a good relationship with insurance companies. He "semi retired" 6 years ago and spent his winters in Florida, but never fully retired until he

had open heart surgery in September. We send our sincere condolences to Jeff and Martin's family. He understood *menslichkeit*...A well known name in these pages will appear here again. It's **Gabay**, but this time the first name is Sari. Don and Vicki's daughter is an up and coming attorney in the insurance field who has a veteran's command of select areas of law affecting our readers. She is in private practice and has a growing clientele in the field. Sari is preparing analytical pieces for readers on issues that directly affect your livelihood. One nice thing about this bright and gracious woman is the open and easy way she refers to her famous dad's assistance and influence. It's refreshing as we think her writing will be. Look for it here soon...Kudos to the **Insurance Federation of New York** for an elegant "Breakfast with... Assemblyman Morelle" on April 25th. The upstate lawmaker, who chairs the Assembly Insurance Committee, spoke "extemp" on pending issues and endeared himself to the attendees—many of whom are "top guns" in the business—by expressing his strong entrepreneurial bent and free market inclinations.



Joseph Morelle

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